



Innodraw - The opportunity for Reality Capture Service Providers (MSPs)

20 seconds video

The opportunity for Reality Capture Service Providers (MSPs) to join InnoDraw as InnoDraw Service Providers (ISPs) is compelling for several reasons. Let's break down how this collaboration translates into tangible benefits for MSPs:

1. Diversification of Service Offerings

MSPs **primarily offer virtual tours**, 3D photography, and spatial documentation, but by becoming ISPs, they can **expand** their service portfolio to include:

- **2D/3D CAD drawings:** MSPs can offer **high-precision, detailed** CAD drawings for industries like construction, interior design, remodelers, estimators, architects and kitchen/bathroom retailers.
- **MSPs can create a complete 2D & 3D accurate, detailed drawing right at the job site ! No extra office drawing is required.**
- Innodraw drawings are compatible with and can be seamlessly imported to **TOP CAD** programs such as AutoCAD, 20-20, SketchUp, ProKitchen, Revit and more. **This opens to the MSP a wide range of new applications in the Home Improvement market.**
- **Job Site Measurement Services:** Offering on-site laser-based measurements, MSPs can appeal to architects, engineers, builders, and other professionals who require exact drawings for design and planning.

Benefit for MSPs: Diversifying services can help MSPs stand out in the market, enabling them to cater to a broader client base, such as construction firms, fabricators, and designers, beyond real estate and virtual tours.

MSP can offer their customers a complete 2D and 3D, accurate, detailed drawings immediately after the completion of the space scanning. This saves to the customers hours of drawings and eliminates human related mistakes.

2. Increased Revenue Streams

By incorporating InnoDraw services, MSPs gain access to a whole new revenue stream. Many businesses that MSPs already serve (real estate agents, architects, interior designers) may have an additional need for precise measurements and CAD drawings.



- MSPs can offer **complementary services** alongside virtual tours, allowing them to charge higher fees per project.
- MSPs could expand into **new industries** like countertop fabrication, kitchen remodeling, and commercial construction, where accurate 2D/3D drawings are a must.

Benefit for MSPs: Each new service increases their revenue potential. MSPs can either bundle InnoDraw services with their current offerings or charge separately for CAD drawings, which adds significant value to their clients

3. Improved Client Retention and Acquisition

InnoDraw's technology will help MSPs secure more long-term contracts by providing an end-to-end solution. Clients who already rely on them for virtual tours or 3D modeling could benefit from these additional measurement services:

- **More comprehensive offerings** create stickier relationships with clients, reducing the likelihood of client churn.
- MSPs can market themselves as a **one-stop-shop** for everything from virtual tours to laser-precise CAD drawings, making their services more attractive to potential clients.

Benefit for MSPs: Offering more services means clients are less likely to go elsewhere. Additionally, it opens doors to acquiring **new clients in industries** that prioritize precise measurements and CAD outputs.

4. Efficiency and Time Savings

MSPs are often juggling multiple projects at a time. InnoDraw's **on-site measurement and instant CAD conversion** eliminates the need for manual post-processing:

- MSPs can complete projects faster by **skipping the manual work of drawing** CAD plans after taking measurements.
- MSPs can spend **more time on higher-value tasks**, like client acquisition and business development, while InnoDraw handles the heavy lifting of drawing creation.

Benefit for MSPs: Faster project turnaround times improve client satisfaction and enable MSPs to take on more work, scaling their operations without significantly increasing time spent on each project.

5. Leverage Existing Client Relationships

MSPs already have a client base that values spatial accuracy and visualization (e.g., architects, interior designers, real estate agents). Offering CAD drawings and measurement services via InnoDraw taps into this existing client demand:

- MSPs can **upsell** InnoDraw's services to existing clients, like architects and contractors, who need precise CAD drawings as part of their design and build processes.



- MSPs can position themselves as the **go-to provider for all spatial data needs**, enhancing their expertise and industry reputation.

Benefit for MSPs: Cross-selling InnoDraw's services builds on existing client relationships, leading to **higher per-client revenue** and increasing the value MSPs provide to their customers.

6. Virtually zero Investment at no Licensing Cost

MSPs can start offering InnoDraw services without needing to invest heavily in new equipment or licensing fees:

- InnoDraw provides a **low-cost entry point** for MSPs, requiring only a laser measuring device (\$150).
- MSPs can begin generating additional revenue almost immediately after a **short training period**, and InnoDraw provides the software and support they need to get started.
- No subscription or annual fee. "Pay-Per-Use" only.

Benefit for MSPs: There's no significant financial barrier to adopting InnoDraw services, making it a low-risk, high-reward opportunity to add value to their existing business.

7. Support from InnoDraw's Established Network

MSPs would join InnoDraw's global ISP network, benefiting from the company's resources, training, and expertise:

- InnoDraw offers **ongoing technical and sales support**, helping MSPs succeed in delivering these services to their clients.
- Being part of a reputable network gives MSPs a **competitive edge** in their market, offering cutting-edge technology and expertise that clients may not find elsewhere.

Benefit for MSPs: MSPs can rely on InnoDraw's network and infrastructure to help them grow their business and ensure they're providing the highest-quality services to clients.